

*The Golden Keys
to Health*



WELLCC
LIBRARY

print

WA 695

1950

K229



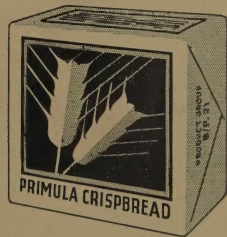
22501575890

The Golden Keys to Health

Who would not possess the GOLDEN KEYS TO HEALTH ? The principles are simple enough surely. Fresh air, exercise, relaxation, rest — and above all perhaps — good wholesome food.

Primula Crispbread and Primula Cheese are certainly Golden Keys to health. They are perfectly pure, delicious, nourishing, and easily digested. If you are in delicate health they will benefit you greatly. If you are robust you will derive greater vigour from them.

Sedentary workers or Athletes. Children or Aged folk. For everyone these fine foods bring zest to appetite, with every meal, and in whatever form they are eaten. The resultant sense of well-being is a splendid assurance that good health is yours.



150-1250-3



By Courtesy of the Newcastle Chronicle & Journal Ltd.

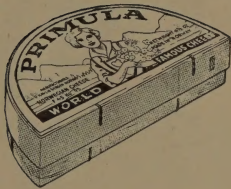
The Keys are within your reach

Good food, fresh air, exercise, relaxation, and sleep. A bunch of golden keys that everyone can possess, and with which to fight those arch-enemies, overwork, and worry.

In offering the description of Primula products in the following pages, we shall we hope be forgiven for approaching our subject in this way. We know that the two wonderful foods which we offer contribute vastly to the promotion of health through pure food. Purity we insist upon and guarantee as a first requirement and a prime aim in our produce.

Primula Crispbread and Primula Cheese are not a complete diet, but they are most valuable because of their purity, their simplicity, and their digestive and nutritional values.

Moreover they are attractive in appearance and of such naturally pleasing flavour, that they cannot fail to offer the enjoyment that of itself is an important requirement of food.



Primula Crispbread

The Crispbread is made from the whole grain of Rye, thus retaining the germ and the essential roughage to avoid indigestion and constipation as well as their attendant ills. It is acid free and non-fattening. At no time in the process of manufacture is Primula Crispbread touched by hand.

Crispbread has been an important item of diet in Scandinavia since the days of the Vikings. It is fine and delicate, being so thin that it is almost transparent. It is light and crisp in texture, encouraging mastication, which reveals its delightful flavour. It literally, nevertheless, melts in the mouth.

It can and should be served with every meal, breakfast, luncheon, tea, dinner, and supper, or as a snack, or at cocktail parties. It goes with every meal because it is equally attractive with savoury or sweet course, with soups, fish, eggs, and so on, and it may be served with or without butter. There is no end to the variety of ways of serving it, all delicious.





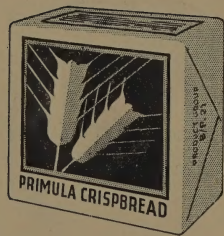
Children love Primula Crispbread

Primula Crispbread is really beneficial to Children. They love its delicious crispness. Some have called it "lace bread" because it is so delicate in texture, and buttered, with a glass of milk, or eaten with an egg or fruit, it makes an immediate appeal to them.

It is good for their teeth and bone formation and it will keep them regular in their habits.

Spread with butter, fish paste, meat paste, jam, Primula Cheese, etc., Primula Crispbread adds to nourishment, and will moreover be readily eaten, and is very satisfying to young appetites. It will form the basis of a very convenient and pleasant light supper.

The whole rye grain constituents of Primula Crispbread are vital contributors to healthy sturdy growth for Children from Nursery to School ages, and moreover — they love it.



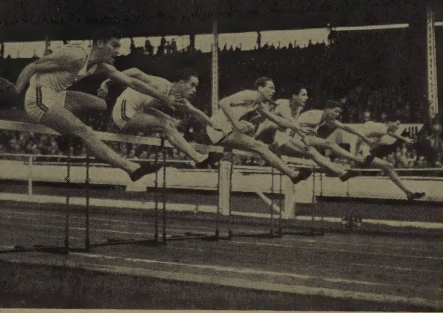
Primula Cheese

Untouched by hand in manufacture, it is a clean pure food of high nutritional value and of a delicious appetising flavour that has placed it high in popularity all over the World.

The delicacy of Primula Cheese appeals to the jaded appetite of the invalid as well as to the robust demands of the athlete, to each of whom it provides strengthening body-building food, and an essential in the promotion of health and fitness.

It is the most digestible of all Cheeses and therefore appeals to those who must avoid other kinds, and it will accompany other foods such as eggs, salad, fruit and the like delightfully.





When to use Primula Foods

The simple answer to this would be that they are ready to use as you buy them, and they should be used for health's sake at every opportunity. Of this there can be no doubt.

Actually for Primula Crispbread we frankly advise its use with every meal, as it is used in Scandinavian countries with great benefit to health. It is certainly not a matter of taste, but it is a matter of habit and the acceptance of a different way of life.

You will find that it is a fitting, tasty and dainty accompaniment which has the advantage of emphasising the flavour of other foods with which it is used.

Primula Cheese is so digestible and delicate that little enterprise is needed to invent many and varied ways of serving it. Apart from the simple spreading, we suggest you try it with your luncheons, with afternoon tea, with or after dinner, as well as for light suppers, travelling snacks, picnic packs, and so on. As a Summer food it is ideal no less than in the winter.



How to use Primula Foods

PRIMULA CRISPBREAD.

Place it under the grill or near heat for a few seconds when it will curl slightly, reverse it and repeat the process. This will add to crispness and flavour. Do not brown it.

It may be eaten plain with soup, meat or fish, or spread with butter, jam, marmalade, honey, meat or fish pastes, and of course, with Primula Cheese.

Take it with raw or cooked fruits.

Lay a sardine or other small fish on a slice, place it under the grill and heat together, or spread the fish on it cold.

Serve Primula Cheese as a savoury or with savouries.

The Cheese is lovely with apple, salad, tomato, cucumber.

Chop walnuts finely and mix with the Cheese. This is a delight.

When serving baked apples top them with the Cheese.

Do not be afraid to experiment. Your own ideas are often best. Remember Primula Crispbread and Primula Cheese are the purest of foods and therefore always safe.



**PLACE A REGULAR ORDER WITH
YOUR GROCER FOR**

PRIMULA CRISPBREAD

PRIMULA CHEESE

TRADE ENQUIRIES TO :

Sole Distributors:— **KAVLI LIMITED**

**PRINCES WAY • TEAM VALLEY
COUNTY DURHAM**

Telephones 77124 & 77125

